PARAMOUNT PRESS BOOK AND
MERCHANDISING MANUAL

THE EARTH RIPS IN TWO ...AS PROJECT "INNER SPACE" BACKFIRES!!!

Science miscalculates... underground atom bomb explodes earth's core... and the world totters on the brink of destruction!

SEE... daring magmanauts descend into boiling pits at center of the earth!

SEE... underground H-blast pulverizes entire island...

SEE... 1000° flames twist mountains into molten lead...

SEE... the blonde scientist... trapped underground with her lover and her husband.

SEE... crack after thunderous crack as the earth bursts open ...ripping asunder...

SEE... continents wrenched off the earth ...streaking for outer space to become a fiery new moon!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT
KIERON MOORE · ALEXANDER KNOX

A PARAMOUNT RELEASE

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM · DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

5 COLS. x { 190 LINES.....950 LINES
13½ inches.....69½ inches }

MAT 501

PB 138 AN

PUBLICITY

SYNOPSIS

Not For Publication

Project Inner Space has reached its critical moment. Stephen Sorensen (DANA ANDREWS), the Nobel Prize winner who heads the scientific task force, rejects the advice of his second-in-command, Ted Rampion (KIERON MOORE), and orders the detonation of an A-Bomb miles below the earth's surface in order to break through to the valuable magma which makes up the earth's core. Immediately following the explosion, reports of earthquakes begin to come in from various areas of the world. Rampion quickly plots the disturbances as being on the volatile Macedo Fault. The tremors have caused a crack in the world, and unless it is halted, it will circle the globe and bring total destruction to life on the planet. The scientists decide the only way to stop the crack is to explode another nuclear device in its path. Rampion volunteers to lead the dangerous mission. Maggie (JANETTE SCOTT), Sorensen's wife and Rampion's former love, accompanies him. The bomb, placed inside an island volcano by Rampion, is successfully detonated. Celebration, however, is premature. The crack hasn't been stopped at all; it has changed course and is heading back to its starting point—Central Operations of Project Inner Space. In its path, millions are dying.

Central Operations is evacuated. Suddenly Rampion and Maggie notice that Sorensen has not come out. They descend to the innermost chamber of the disintegrating laboratory where Sorensen explains that he is dying of cancer. Realizing they cannot save him, Rampion and Maggie climb to the surface just as the crack converges with its point of origin. Amid a cataclysmic explosion, a large wedge of the earth lifts up and hurtles into space. A new moon is born—the crack has been stopped.

CAST

Dr. Stephen Sorensen	DANA ANDREWS
Mrs. Maggie Sorensen	JANETTE SCOTT
Ted Rampion	KIERON MOORE
Sir Charles Eggerston	ALEXANDER KNOX
Masefield	PETER DAMON
Markov	GARY LASDUN
Steele	MIKE STEEN
Simpson	TODD MARTIN
Rand	JIM GILLEN

CREDITS

Produced by Bernard Glasser and Lester A. Sansom; Directed by Andrew Marton; Screenplay by Jon Manchip White and Julian Halevy; Story by Jon Manchip White; Art Director Eugene Lourie; Costumes Laure De Zarate; Photography Director Manuel Berenguer; Film Editor Derek Parsons; Music John Douglas; Special Effects Director Eugene Lourie.

RUNNING TIME: 96 MINUTES

ADVERTISING BILLING

Paramount Pictures Presents	20%
CRACK IN THE WORLD	100%
starring Dana Andrews Janette Scott Kieron Moore Alexander Knox	50%
TECHNICOLOR®	25%
Produced by Bernard Glasser and Lester A. Sansom Directed by Andrew Marton Screenplay by Jon Manchip White and Julian Halevy Story by Jon Manchip White Executive Producer—Philip Yordan	25% Trades 20% Nsprs.
A Paramount Release	20%

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"Crack In The World" Could Happen Claims Its Star Dana Andrews

Many film goers appreciate science-fiction movies as a staple entertainment item, but very few are aware how many variations exist on this theme. According to Dana Andrews, there are more individual categories of science-fiction than recipes for soup. The handsome Hollywood screen star gave it a lot of thought during his assignment with co-stars Janette Scott, Kieron Moore and Alexander Knox in the Security Pictures production, "Crack In The World," for Paramount release, opening ..... at the ..... Theatre. In it, he plays the chief scientist heading a team of internationally dedicated probers seeking to unleash a new source of energy from the earth's core.

Candidly placing "Crack In The World" in the semi-science-fiction bracket, Dana Andrews explained why.

"High fission explosions under ground have become commonplace in recent years. Today, newspaper readers discuss the pros and cons even across the breakfast table. All we do in our film is to take a realistic fact that nuclear nations are experimenting with inner-earth nuclear blasts and project the consequences into the immediate future. There is no attempt at fantasy for fantasy's sake. I would rather call it a serious effort to help the common man come to grips with one phase of the amazing strides science has made in the last decade.

"In our look into the near future, fiction turns to drama when the fate of mankind suddenly comes to rest on the calculated risk of one scientist's decision. There are no monsters, no mad doctor devices, no creatures from outer worlds. Science itself contains all the ingredients creative film makers require to stage the greatest show on earth.

"But the fascinating thing for me is that 'Crack In The World' could really happen."

●

The "world" ended August 4th, not with a whimper but a bang. This reference is not, fortunately, to the world of reality, but that of science-fiction.

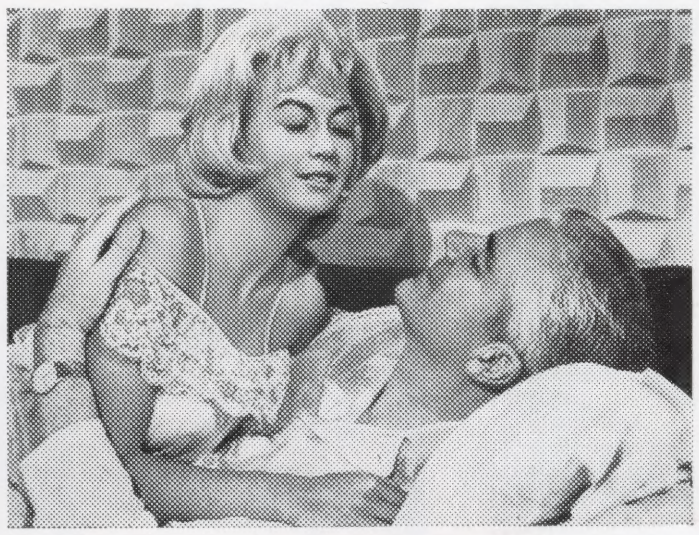
"Crack In The World," which opens ..... at the ..... Theatre, wound up production with a huge blast, staged by specialist Eugene Lourie, who had already simulated an H-Bomb explosion.

In the grand finale of the picture, special effects expert Lourie, with Director Andrew Marton supervising, blasted a huge chunk of earth into outer space.

Starring Dana Andrews, Janette Scott, Kieron Moore and Alexander Knox, the Paramount release deals with the disaster which results from an error made in attempting to seek the source of energy located at the center of the earth's core.

Still #47054/24 *Mat 1B*

A SCIENTIFIC EXPLANATION —Dana Andrews, as Dr. Stephen Sorenson, describes his Inner Space Project to a group of scientists and statesmen in this scene from Paramount's new semi-science fiction motion picture, "Crack In The World," which opens ..... at the ..... Theatre. Filmed in Technicolor, this exciting thriller also stars Kieron Moore, Janette Scott and Alexander Knox.



Still #47054/11 *Mat 2A*

TIME OUT . . . FOR LOVE! Scientist Stephen Sorenson, played by Dana Andrews, takes time out from his work to pay a little attention to his wife (Janette Scott) in this scene from Paramount's Technicolor semi-science fiction thriller, "Crack In The World," which opens ..... at the ..... Theatre. This Philip Yordan production is about an Inner Space Project which tries to release the unlimited energy beneath the Earth.

Exciting "Crack In The World" Is Semi-Science Fiction Thriller

"Science-fiction features will become the 'westerns' of the future," says Alexander Knox who co-stars with Dana Andrews and Janette Scott in Security Pictures' semi-science-fiction thriller, "Crack In The World," for Paramount release, opening ..... at the ..... Theatre. Knox, an author in his own right, with four plays, several detective novels, and many years of journalism to his credit, feels that science-fiction films have not yet had the attention they deserve.

"I'm not talking about the monster, mad-scientist, or creature from outer space type," he said. "For some moviegoers these pictures fill a need, so they have their place in the entertainment world. I am referring to the films with some scientific validity—the semi-science-fiction stories that start with an accurate premise and carry through to an imaginary, but plausible conclusion. To me, these merit as much thought, work, and money as a 'Lawrence of Arabia,' a 'Ten Commandments,' or a 'Cleopatra.' "

Westerns have been with us since the dawn of the early flickers, he maintained. The steady growth of their popularity rating reached a new high with the advent of TV. Here was vigor, vitality, excitement, and adventure guaranteed to revive the sagging spirits of anyone bogged down in the daily grind. To the young, the cowboy was almost a national hero.

But the pace of this atomic age is so swift, he pointed out, that just in the last decade science has emerged from the cloistered sterility of the laboratory with an exciting new frontier—space—to capture the imagination of youth. "We are no longer entering the space age—we're in it!"

In his opinion, "Crack In The World" belongs in the semi-science-fiction category. "It's a timely theme, that of boring through the earth's crust to release the vast reservoir of energy that has so far defied every drill or conventional explosive. In the movie, a group of scientists use nuclear power to blast their way through. They release the energy, but the poor old earth can't take it—it *cracks!* Their hair-raising efforts to stop the crack furnish some suspense-filled action scenes that are equal to any Western and positive proof that battling the earth's phenomena with scientific methods can be as exciting as guns, horses and villains."

Still #47054/9 *Mat 1C*

JANETTE SCOTT seems a bit startled as she watches an atomic bomb explode in this scene from "Crack In The World," Paramount's new semi-science fiction film which opens ..... at the ..... Theatre.

Realistic "Crack In The World" Is Thrilling Semi-Science Fiction Thriller

(Revue)

"Crack In The World," a truly unusual and exciting motion picture opened last night at the ..... Theatre. This semi-science fiction thriller, which stars talented Dana Andrews, English actress Janette Scott, Kieron Moore and Alexander Knox, tells of a scientific project to bring the magma, a power source located in the center of the earth, to the surface.

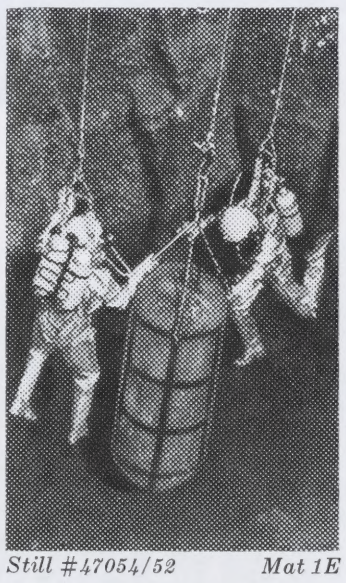
The story begins as Project Inner Space has reached its critical moment. Stephen Sorenson (Dana Andrews), the Nobel prize winner who heads the scientific task force, rejects the advise of his second in command, Ted Rampion (Kieron Moore), and orders the detonation of an A-Bomb miles below the earth's surface in order to break through to the valuable Magma which makes up the Earth's core. Immediately following the explosion, reports of earthquakes begin to come in from various parts of the world.

It seems that the tremors from the A-Bomb explosion have caused a "Crack In The World," and unless it is halted, it will circle the globe and bring total destruction to life on the planet. The result of this "Crack In The World" is one of the most exciting films ever put on the screen. Not for a moment does the viewer feel that this terrible catastrophe is beyond belief and not for a moment do your eyes leave the screen.

As professor Sorenson, Dana Andrews gives a splendid performance. He is the cause of the Earth's crack, and the weight of this dilemma is visibly brought out in his actions. Janette Scott, who plays Sorenson's wife, is an excitingly beautiful woman, and her performance indicates that she has learned a great deal about acting in the short 24 years of her lifetime.

Handsome Kieron Moore, who has the role of scientist Ted Rampion, gives a powerful and believable performance. As Sir Charles Eggerston, distinguished actor Alexander Knox displays his varied talents to the utmost. The remainder of the cast, which includes a group of exciting newcomers, all come off admirably.

Directed by Andrew Marton and produced by Bernard Glasse and Lester A. Sanson, "Crack In The World" is one science-fiction (semi-science fiction) film that should not be missed. It has excitement, adventure plus a feeling of believability that will make you remember it for a long time to come.



Still #47054/52 *Mat 1E*

DETONATING AN A-BOMB—In this scene from Paramount's semi-science fiction thriller, "Crack In The World," which opens ..... at the ..... Theatre, two scientists drop an A-Bomb into the mouth of a volcano in order to curtail a crack in the Earth's surface.

Still #47054/5 *Mat 1A*

KIERON MOORE has one of the lead roles in Paramount's exciting new semi-science fiction thriller, "Crack In The World," which opens ..... at the ..... Theatre. Moore plays a geologist working on a highly important Inner Space Project. The cast of this Technicolor adventure also includes Dana Andrews, Janette Scott and Alexander Knox.

"Crack In The World" Opens Here Soon

"Crack In The World," the new Paramount release, which opens ..... at the ..... Theatre, is a look into the future; the story of two scientists, who with an international staff, are involved in a project to tap the unlimited energy in the earth's core.

Boring the world's deepest shaft, the INNER SPACE PROJECT is the first attempt to utilize the molten mass at the earth's center to provide energy for all the world's industries.

The peril involved is a calculated risk; to break through the last barrier requires a missile capable of delivering a blast effect of ten megatons—enough of a danger to split open the "Macedo Fault," setting off a series of earthquakes, tidal waves and volcanic eruptions of such terrifying proportions that the planet is in danger of total destruction.

Starring in "Crack In the World," a Security Pictures Production, directed by Andrew Marton, are Dana Andrews, Janette Scott, Alexander Knox and Kieron Moore.

•

FILLER

In "Crack In The World," a Paramount release which opens ..... at the ..... Theatre, Dana Andrews plays a chief scientist whose nuclear blast to the earth's core almost splits our civilized planet in two. When he reached Madrid, to report for the assignment, Dana warmed up by visiting the State Department's "Atoms at Work" exhibit touring the Continent.

Kieron Moore Does Own Stunts For "Crack In The World"

Kieron Moore never dreamed of encountering physical danger, or flirting with serious injury when he became a member of the famous Irish Abbey Theatre at the outset of his career, but in the jump from stage to films he acquired a new viewpoint about the obligations of an actor to his profession.

"The screen actor today can no longer afford to appear before camera for comfortable close-ups only and relegate the spine-tingling action scenes to professional stunt men." In simple terms, Kieron believes that an actor must be mentally conditioned to face a variety of risks and danger.

No one role in his long film career, however, required him to risk his hide as often as he did in "Crack In The World," opening ..... at the ..... Theatre. In this exciting semi-science-fiction movie for Paramount release, Kieron stars with Dana Andrews, Janette Scott, and Alexander Knox as a top young scientist seeking unsuccessfully to prevent a nuclear blast to the earth's core.

Kieron's daredevil activity starts when the missile's burst creates world havoc and he is called on to check the ensuing Crack that is splitting the earth apart.

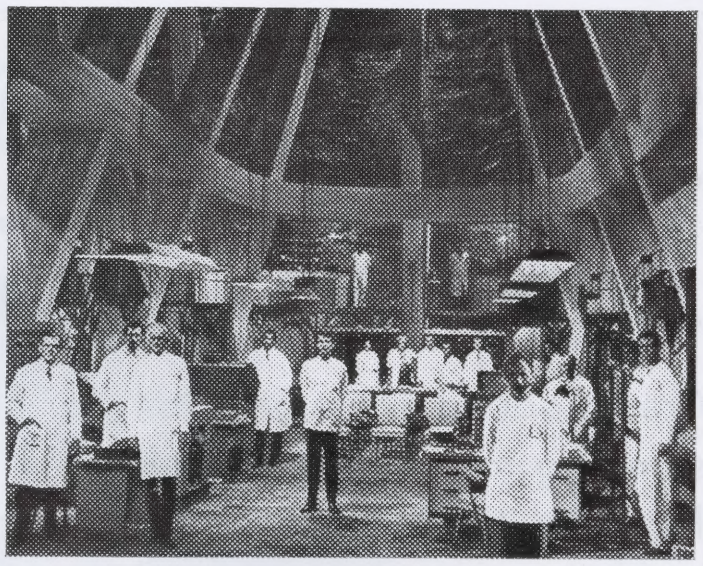
"When you are in a race to save the world, you can't be too finicky or cautious," he says. "To track the Crack, I had to race a tropical Land Rover over some of the roughest terrain any actor ever faced. This little sequence includes a drive to the top of a boulder with nothing but a sheer drop at the other side. It ends in a wild chase to head-off a doomed train, when I drive the high-geared Land Rover with Janette Scott and two back-seat scientists clean smack into a swamp. At that point, a voice boomed over the loudspeaker: 'Bring them back alive.' "

Peril was plentiful right through shooting. It came to a climax as the Crack destroys the Inner-Space Operation Center two miles below the earth. Kieron and Janette Scott are trapped in the project's elevator after earth tremors demolish everything in the Crack's path. Director Marton had synchronized the scene to have a huge rock smash into the cabin on a given count.

"Split seconds often make all the difference in the world," Kieron said. "The release went off a fraction too early and a ton of stone fringed my arm. Cold sweat broke out right after that narrow escape. Do you know something? It was just what the director wanted."

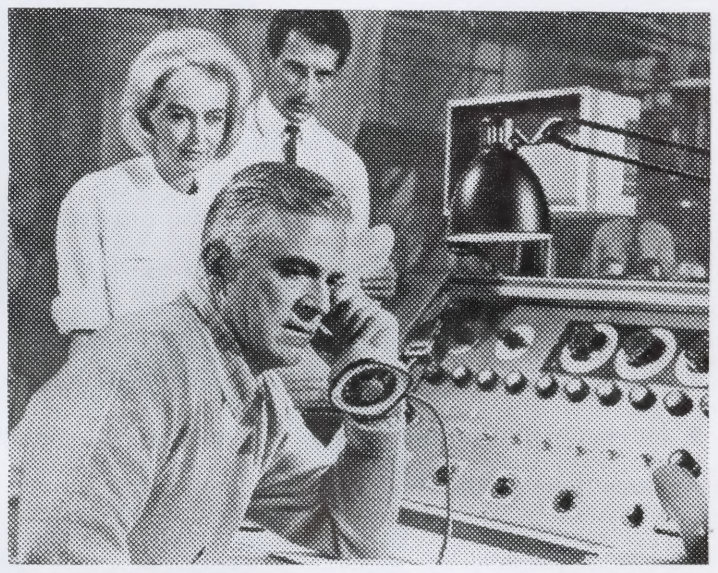
Still #47054/2/3 *Mat 1D*

A TENDER MOMENT—Janette Scott and Kieron Moore relax on the beach in this scene from Paramount's new science fiction thriller, "Crack In The World," which opens ..... at the ..... Theatre. Filmed in Technicolor, "Crack In The World" also stars, along with Miss Scott and Moore, Dana Andrews and Alexander Knox.



Still #47054/22 *Mat 2B*

THREE MILES BENEATH THE EARTH'S SURFACE—This ultra-modern laboratory plays an important part in Paramount's exciting new Technicolor semi-science fiction thriller, "Crack In The World," which opens ..... at the ..... Theatre. This exciting motion picture, which stars Dana Andrews, Janette Scott, Kieron Moore and Alexander Knox, is about an Inner Space Project which trys to tap the molten mass of unlimited energy in the Earth's core.



Still #47054/33 *Mat 2C*

WAITING FOR A GOOD WORD—After detonating an A-Bomb in the center of the Earth, Professor Stephen Sorenson (Dana Andrews) awaits word on the result in this scene from Paramount's "Crack In The World," which opens ..... at the ..... Theatre. Filmed in Technicolor, "Crack In The World," stars Andrews, Janette Scott, Kieron Moore and Alexander Knox.

English Actress Janette Scott Speaks Her Mind On Tomorrow's Woman

The speed of change is often a disconcerting factor in modern life. It has become a perplexing one for many women taking the Twentieth Century in their stride with a career invasion of areas once solidly male. So says film star Janette Scott, who in less than a year, emerged from the crystallized cocoon of a wholesome movie sweetheart image, dyed her brown hair moonbeam blonde to become a full-blown glamor girl and then plunged into the role of Tomorrow's Woman.

Playing a young married scientist in "Crack In The World," opening ..... at the ..... Theatre, she has a much better understanding of the minor social crisis surging around the conflict of career integrity versus feminine instinct.

"The woman of tomorrow," she says, "is the one who must eventually come to grips with the problem traps modern woman of today are just beginning to encounter."

In the science-fiction movie produced by Security Pictures for Paramount release, her husband (Dana Andrews) heads up Project Inner Space team of earth-probing scientists, seeking to release a new source of energy from the core of terra firma.

"My dilemma is one many women share once they subordinate kids and kitchen to professional prominence on an equal footing with the opposite sex," Janette earnestly believes.

"During the day, I am up to my hips in science . . . my feminine self is neatly deposited in a test tube and shelved until the day's work ends and I can remove a dull, stained lab coat."

On the other hand, Janette points out, women in careers today are discovering they cannot turn feminine charms off and on like a soda tap . . . not when they have turned them on and left them on right through the ages.

"Maggie, the young married scientist, is a fine woman—attractive, intelligent, sensitive and gracious," Janette contends. "Yet the compatible marriage she tries so hard to hold together, goes out the window when her modern dilemma degenerates into personal conflict.

"A lot of tomorrow's women will readily identify with me when they see 'Crack In The World.' But if they are competent enough to help probe the earth's core, manage industries, run colleges, or hold seats in Congress, they should show equal competence in solving the potential maladjustments of marital relationships an increasing army of career women will face in the years ahead."

SENSATIONAL TWO-COLOR TABLOID HERALD BUILDS ADDED BOXOFFICE SPARK!

Create added excitement for your playdate with this outstanding four-page, two-color, 8½ x 11 Tabloid Herald loaded with boxoffice 'sell' for "Crack In The World."

This Herald has space to imprint your theatre name, playdate, name of your second feature or even an ad for a local merchant who agrees to distribute the Herald and share in the already low cost.

HOW TO EFFECTIVELY DISTRIBUTE THE HERALD

- Make an arrangement with the local milkman to deliver them with the milk.
- Place them on the counters of local shops.
- Arrange with a local restaurant for them to be inserted into coats and jackets while hanging in the checkroom.
- Give them to your patrons prior to your playdate.
- Have hotels place them in each of their rooms.
- Have merchants put them in bags and packages.
- Have a few youngsters deliver them door-to-door throughout your town.
- Have newspaper boys slip-sheet them into the local newspapers.
- Place them on the windshields of cars.

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TIE-IN STILLS

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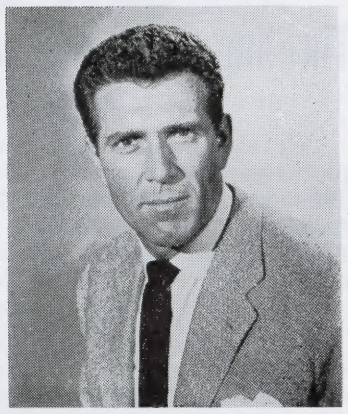
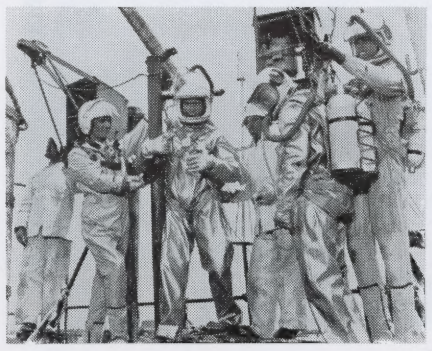


Menswear
Still #47054/5



Outfitters
Still #47054/49

Womenswear
Still #47054/57

●

EXPLOITATION TIPS

- An ideal exploitation stunt would be to have pickets walk through the main streets of your town with provocative signs that say: BEWARE: "CRACK IN THE WORLD" IS COMING! or SCIENTISTS FEAR "CRACK IN THE WORLD"! Alert the newspapers in your area about this stunt—it might interest the editor in a feature story.
- A perfect spot for a screening would be in an underground cave or cavern. If in your area there is such a place, set up a screening for science editors and any other contacts who you feel may help publicize your playdate.
- Place a globe on a stand in your lobby. Draw a crack on the globe and have it pass through various countries. With this done, you can now run a "CRACK IN THE WORLD" CONTEST. Have your patrons try and guess the countries the crack passes through. The one with the most correct answers should be given a prize. Also, if there are prizes available, have a second and third place winner etc.

●

LIVE RADIO SPOTS

30 Second Spot

IT COULD HAPPEN TOMORROW! "CRACK IN THE WORLD," a science-fiction adventure which may become fact in your very lifetime. "CRACK IN THE WORLD," a story about an Inner Space Project which backfires and threatens to rip the Earth in two. "CRACK IN THE WORLD," a story about two scientists and the woman they both love. SEE "CRACK IN THE WORLD" . . . starring DANA ANDREWS, JANETTE SCOTT, KIERON MOORE and ALEXANDER KNOX . . . a Paramount release in Technicolor . . . opening . . . . . at the . . . . . Theatre.

20 Second Spot

"CRACK IN THE WORLD," a science-fiction adventure which may become a fact in your very lifetime. "CRACK IN THE WORLD," a story about an Inner Space Project which backfires and threatens to rip the Earth in Two. SEE "CRACK IN THE WORLD" . . . starring DANA ANDREWS, JANETTE SCOTT, KIERON MOORE and ALEXANDER KNOX . . . a Paramount release in Technicolor . . . opening . . . . . at the . . . . . Theatre.

10 Second Spot

"CRACK IN THE WORLD," a science-fiction adventure which may become a fact in your very lifetime. See "CRACK IN THE WORLD" . . . a Paramount release in Technicolor . . . opening . . . . . at the . . . . . Theatre.

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ADVERTISING SECTION

4 COLS. x { 175 LINES.....700 LINES / 12½ inches.....50 inches }

MAT 402

THE EARTH RIPS IN TWO ...AS PROJECT "INNER SPACE" BACKFIRES!!!

Science miscalculates... underground atom bomb explodes earth's core... and the world totters on the brink of destruction!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

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4 COLS. x { 150 LINES.....600 LINES / 10¾ inches.....43 inches }

MAT 401

THE DAY THE EARTH SPLIT IN TWO!

Underground A-blast cracks earth's core and the world totters on the brink of destruction!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

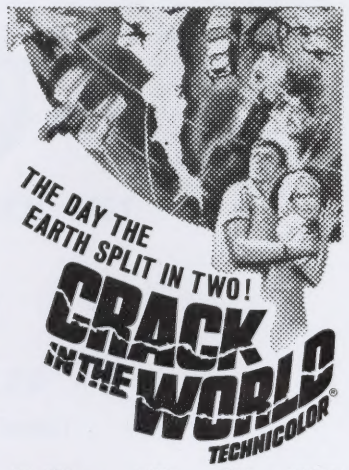
PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM · DIRECTED BY ANDREW MARTON

SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE

EXECUTIVE PRODUCER PHILIP YORDAN · A PARAMOUNT RELEASE

90 LINES
6½ inches

MAT 103



Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM · DIRECTED BY ANDREW MARTON

SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE

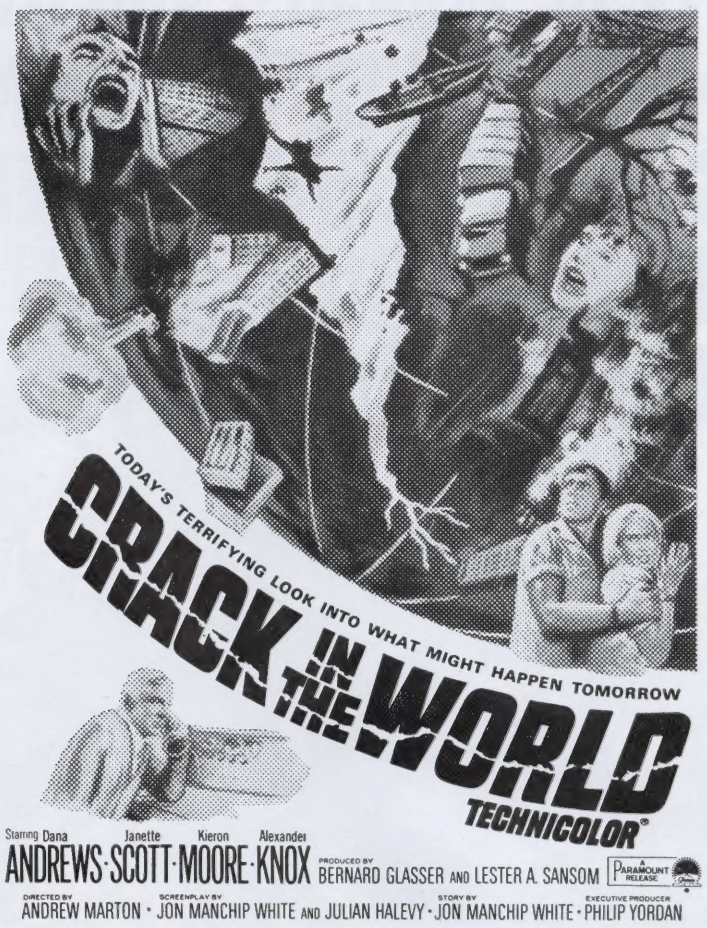
EXECUTIVE PRODUCER PHILIP YORDAN · A PARAMOUNT RELEASE

50 LINES
3½ inches

MAT 102

3 COLS. x { 133 LINES . . . . . 400 LINES / 9½ inches . . . . . 28½ inches } **MAT 305**

PROJECT "INNER SPACE" BACKFIRES AND RIPS THE EARTH IN TWO!



2 COLS. x { 84 LINES . . . 168 LINES / 6 inches . . . . 12 inches } **MAT 203**

THE DAY THE EARTH SPLIT IN TWO!

2 COLS. x { 50 LINES . . . 100 LINES / 3½ inches . . . 7 inches } **MAT 202**

YOU'LL BE SHOCKED AND STUNNED AND FRIGHTENED AND WONDER IF THIS IS HOW IT WILL HAPPEN...AND THEN YOU'LL THANK GOD IT'S ONLY A MOTION PICTURE!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM

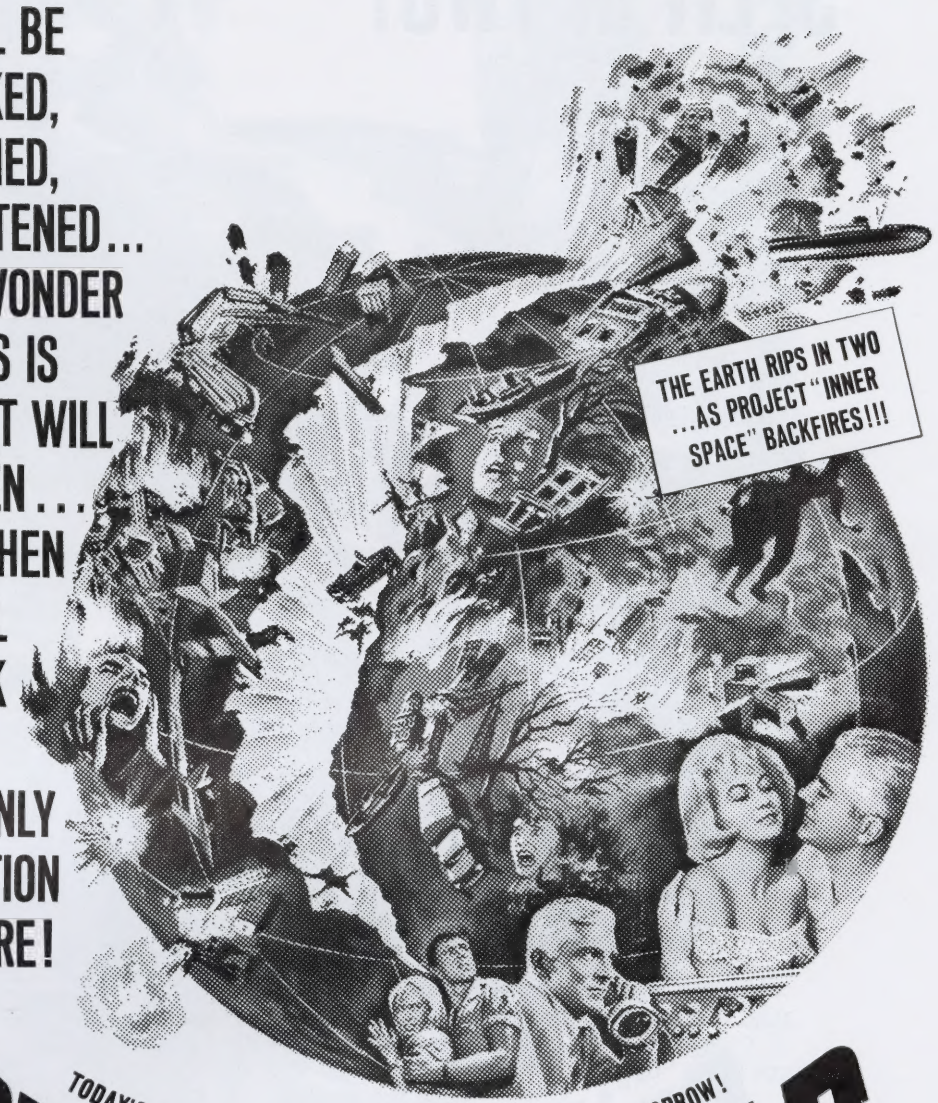
DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

A PARAMOUNT RELEASE

3 COLS. x { 150 LINES.....450 LINES / 10 ¾ inches.....32 ¼ inches

MAT 304

YOU'LL BE SHOCKED, STUNNED, FRIGHTENED... AND WONDER IF THIS IS HOW IT WILL HAPPEN... AND THEN YOU'LL THANK GOD IT'S ONLY A MOTION PICTURE!



TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM

DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

A PARAMOUNT RELEASE

3 COLS. x { 120 LINES.....360 LINES / 8 ½ inches.....25 ½ inches

MAT 302

THANK GOD IT'S ONLY A MOTION PICTURE!!!

UNDERGROUND ATOM BLAST RIPS EARTH IN TWO! THE WORLD TOTTERS ON THE BRINK OF DESTRUCTION AS SCIENTIFIC ATTEMPT TO TAP EARTH'S LIMITLESS ENERGY BACKFIRES!

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM

DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

3 COLS. x { 148 LINES.....444 LINES / 10½ inches.....31½ inches

MAT 303

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD TECHNICOLOR®

A PARAMOUNT RELEASE

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM

DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

3 COLS. x { 105 LINES.....315 LINES / 7½ inches.....22½ inches

MAT 301

COMPLETE CAMPAIGN MAT

(Order Special Mat #1)

Consists of Ad Mats

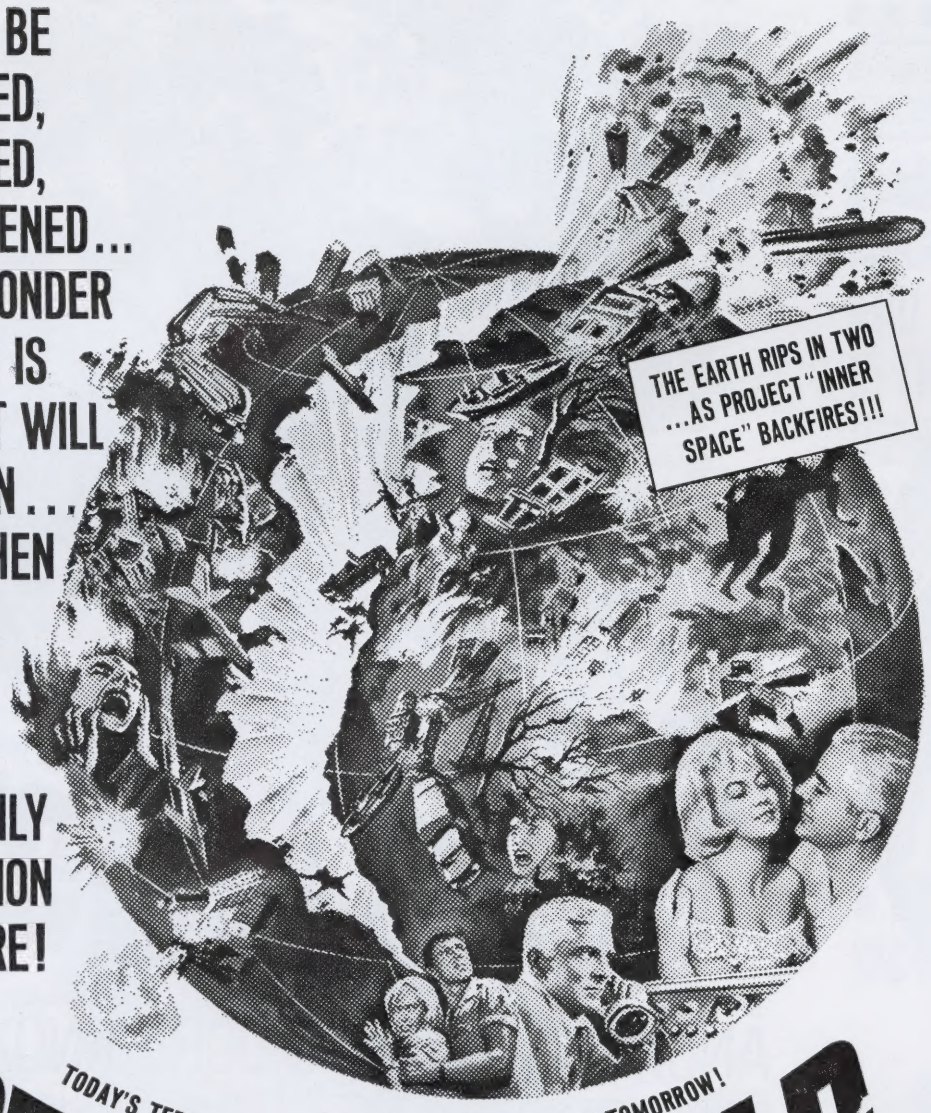
203 202 201 102 101

And Publicity Mats

2C 1B 1C

SPECIAL AD FOR MULTIPLE RUNS!

YOU'LL BE SHOCKED, STUNNED, FRIGHTENED... AND WONDER IF THIS IS HOW IT WILL HAPPEN... AND THEN YOU'LL THANK GOD IT'S ONLY A MOTION PICTURE!



TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD
TECHNICOLOR®

STARTS **TODAY** AT THESE CONVENIENTLY LOCATED THEATRES!

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM

DIRECTED BY ANDREW MARTON · SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY

STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

A PARAMOUNT RELEASE

3 COLS. x { 140 LINES ..... 420 LINES / 10 inches ..... 30 inches

MAT 306 MULT.

PROJECT "INNER SPACE" BACKFIRES AND RIPS THE EARTH IN TWO!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW

CRACK IN THE WORLD
TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

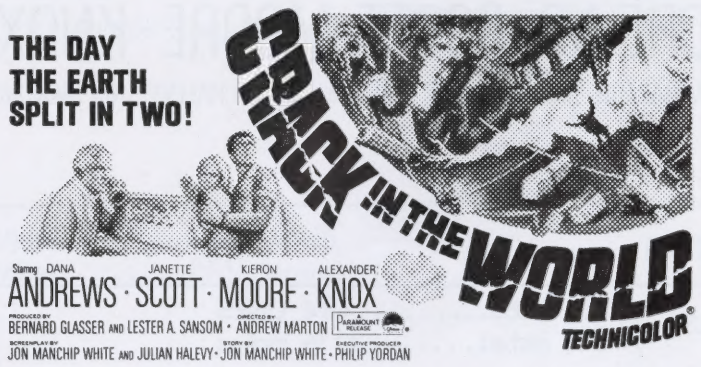
PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM · DIRECTED BY ANDREW MARTON · A PARAMOUNT RELEASE

SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN

2 COLS. x { 109 LINES ... 218 LINES / 8 inches ... 16 inches

MAT 204

THE DAY THE EARTH SPLIT IN TWO!



2 COLS. x { 28 LINES ..... 56 LINES / 2 inches ..... 4 inches

MAT 201

SPECIAL AD FOR MULTIPLE RUNS!

THE EARTH RIPS IN TWO ...AS PROJECT "INNER SPACE" BACKFIRES!!!

Science miscalculates... underground atom bomb explodes earth's core... and the world totters on the brink of destruction!

SEE... daring magmanauts descend into boiling pits at center of the earth!

SEE... underground H-blast pulverizes entire island...

SEE... 1000° flames twist mountains into molten lead...

SEE... the blonde scientist... trapped underground with her lover and her husband.

SEE... crack after thunderous crack as the earth bursts open ...ripping asunder...

SEE... continents wrenched off the earth ...streaking for outer space to become a fiery new moon!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM · DIRECTED BY ANDREW MARTON ·

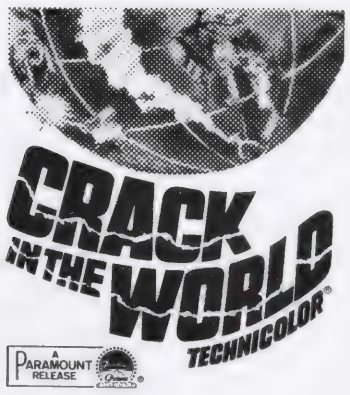
SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY · STORY BY JON MANCHIP WHITE · EXECUTIVE PRODUCER PHILIP YORDAN.

A PARAMOUNT RELEASE

STARTS **TODAY** AT THESE CONVENIENTLY LOCATED THEATRES!

4 COLS. x {150 LINES.....600 LINES / 10½ inches.....42 inches}

MAT 403 MULT.



BOTH MIDGETS ON MAT 101

THE DAY THE EARTH SPLIT IN TWO!

CRACK IN THE WORLD TECHNICOLOR

A PARAMOUNT RELEASE

3rd 4th 5th HELD OVER 2nd BIG WEEK!

3rd 4th 5th HELD OVER 2nd BIG WEEK!

HELD OVER 2nd BIG WEEK!

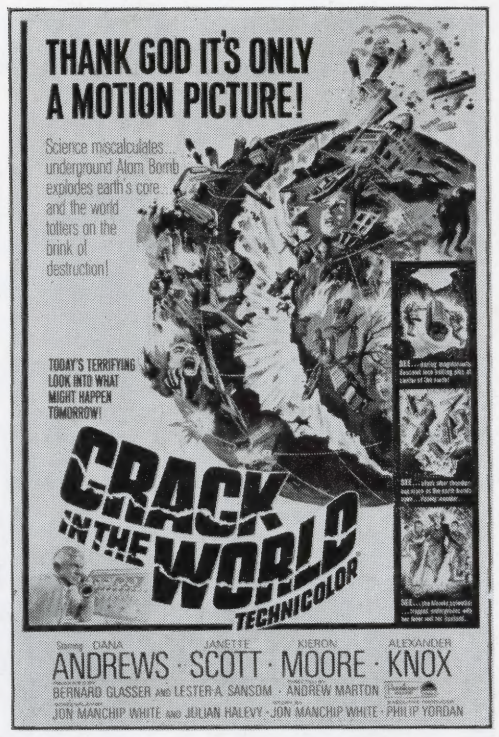
3rd 4th 5th

2EE

This advertising material has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York City 36, N. Y.

TWENTY FOUR SHEET



ONE SHEET

POSTERS AND LOBBIES

Also Available:

SET OF EIGHT 11 x 14's • WINDOW CARD

14 x 36 INSERT CARD • 40 x 60 POSTER

Order from National Screen Service (See Coupon)

SIX SHEET

22 x 28 LOBBY PHOTO

THREE SHEET

Printed in U.S.A.

"CRACK IN THE WORLD" Order Blank

To: PARAMOUNT PICTURES EXPLOITATION DEPT.
1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date_____

Please send the following material on "CRACK IN THE WORLD"

_____ sets of FREE Radio Spots (to be used on station _____)

_____ sets of FREE TV Trailers (to be used on station _____)

_____ Telop Cards—FREE

Theatre _____ Playdate _____

City _____ State _____

FOR EASE IN ORDERING CLIP ORDER BLANK AND PASTE ON POST CARD

"CRACK IN THE WORLD" Order Blank

To: NATIONAL SCREEN SERVICE CORPORATION

_____
_____
IMPORTANT! *Fill in your local NSS branch address*

Please send the following advertising accessories for "CRACK IN THE WORLD" in addition to my normal standing order.

• FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES

_____ One Sheets
_____ Three Sheets
_____ Six Sheet
_____ Twenty-Four Sheet
_____ 40 x 60 Poster

• FOR AWAY-FROM-THEATRE ADVERTISING

_____ 14 x 22 Window Cards
_____ Sets of 11 x 14 Photos
_____ 22 x 28 Photos
_____ 14 x 36 Insert Cards
_____ B & W Stills (B set)
_____ Set of 12 Color Stills

• FOR MY NEWSPAPER ADVERTISING CAMPAIGN

Scene Mats, Nos. _____
1 Col. Mats, Nos. _____
2 Col. Mats, Nos. _____
3 Col. Mats, Nos. _____
4 Col. Mats, Nos. _____
5 Col. Mats, Nos. _____
6 Col. Mats, Nos. _____

Special #1 _____

Theatre _____ Playdate _____

City _____ State _____

THE EARTH RIPS IN TWO ...AS PROJECT "INNER SPACE" BACKFIRES!!!

Science miscalculates... underground atom bomb explodes earth's core... and the world totters on the brink of destruction!

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR®

Starring DANA ANDREWS · JANETTE SCOTT · KIERON MOORE · ALEXANDER KNOX

PRODUCED BY BERNARD GLASSER AND LESTER A. SANSOM | DIRECTED BY ANDREW MARTON | SCREENPLAY BY JON MANCHIP WHITE AND JULIAN HALEVY | STORY BY JON MANCHIP WHITE | EXECUTIVE PRODUCER PHILIP YORDAN

A PARAMOUNT RELEASE

BUILD YOUR BOX OFFICE WITH THESE **HERALDS**

$6.50 Per thousand, F.O.B. Plant • Imprinted at Following prices

First 1,000 · · · $5.00. Added thousands, $3.50 Per thousand. Folded $2.00 Per thousand

YOUR IMPRINT GOES HERE

Rush Your Order Direct to HARRY K. McWILLIAMS, 405 Broome St., New York, N. Y. 10013

Phone 212 CAnal 6-3335-6 for Rush Orders

Shipping—by Parcel Post Special • We will bill you for postage charges

Large shipments by truck — shipping charges collect.

Check or money order must accompany order

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

THE DAY THE EARTH SPLIT IN TWO!

International Scientists
Set Off
Underground
Atom Blast
And
Continents
Collapse...
Volcanoes Erupt...
A New Moon
Torn from the
Earth's Womb...
And the Energy
of a Thousand Suns
Explodes the Surface of the Globe!

The World
Racing
Toward
Extinction
...and
The Last
Thing Left
on Earth
...their
need for
Each other...

TODAY'S TERRIFYING LOOK INTO WHAT MIGHT HAPPEN TOMORROW!

CRACK IN THE WORLD

TECHNICOLOR

YOU'LL THANK GOD IT'S ONLY A MOTION PICTURE!

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http://wcftr.commarts.wisc.edu

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HISTORY
DIGITAL LIBRARY

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